

South Dakota Public Broadcasting

TV Underwriting 2nd Quarter

April – June 2020

Manual Placement

Arts South Dakota

Sioux Falls, SD

ARTS SD - ROS PRIMETIME

Renewal

04/27/20-05/13/20

BankWest

Pierre, SD

BANKWEST - DAKOTA LIFE/SD FOCUS THURS

Renewal

06/15/20-06/13/21

Black Hills Federal Credit Union

Rapid City, SD

BHFCU/TUESDAY NIGHTS 7-9MT INCLUDES AM EX/2PRWK 06/10/19-06/05/20

BHFCU TUES 7-9 MT INC AM EX/2PR WK 06/08/20-06/04/21

BHFCU WED 7-9 MT 1/WK 06/08/20-06/07/21

Renewal

Bush Foundation

St. Paul, MN

BUSH FOUNDATION - WKEND ROS - 2 SPOTS SA&SUN 12/30/19-01/03/21

BUSH FOUNDATION - WKDAY - 4 SPOTS M-F 12/30/19-01/03/21

Renewal

Children's Museum of South Dakota

Brookings, SD

CHILDREN'S MUSEUM - ROS - BONUS - 40- WKEND 02/03/20-05/01/20

CHILDREN'S MUSEUM - ROS - 24 WKS 1X T&TH 02/03/20-05/01/20

CHILDREN'S MUSEUM - ROS - 23 WKS - 1X M&F 02/03/20-05/01/20

Renewal

Dacotah Prairie Museum

Aberdeen, SD

DACOTAH PRAIRIE - ROS WKEND (24) 03/09/20-04/05/20

DACOTAH PRAIRIE - PBS KIDS - AFTERNOON 03/09/20-04/05/20

Renewal

Delta Dental of South Dakota Foundation

Pierre, SD

DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SUN19 05/01/19-04/28/20

DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SAT-SUN/19 05/01/19-04/30/20

DELTA DENTAL FN/KIDS PBS WEEKEND/1 PR SAT/19 05/01/19-04/28/20

DELTA DENTAL FN/KIDS PBS WEEKDAY/3 PR M-F/19 05/01/19-04/30/20

DELTA DENTAL FN/BONUS FLIGHT 10/21/19-04/30/20

DELTA DENTAL FN - KIDS PBS WKEND - 2/DAY 05/04/20-05/02/21

DELTA DENTAL FN - KIDS PBS WK - 3/DAY 05/04/20-05/02/21

Renewal

Denny Menholt

Rapid City, SD

Renewal

MENHOLT/ROS APRIL 2020 BONUS	04/19/20-05/02/20
MENHOLT/ROS APRIL 2020	04/19/20-05/02/20
Four Seasons Fabric	Renewal
Yankton, SD	
FOUR SEASONS - 2 SPOTS PER SAT AROUND QUILT	08/19/19-08/16/20
Horton Incorporated	Renewal
HORTON - 1 SPOT THUR NIGHT LOCAL	09/30/19-04/01/20
HORTON - SPORTS BEAT (PRE-ROLL)	01/01/20-05/31/20
Hy-Vee Food Stores	Renewal
Sioux Falls, SD	
HY-VEE - PBS KIDS	12/30/19-09/20/20
Jolly Lane Greenhouse	Renewal
Rapid City, SD	
JOLLY LANE - ROS PRIME - APRIL 2 SPOTS	04/13/20-04/19/20
JOLLY LANE - ROS PRIMETIME	04/13/20-10/26/20
JOLLY LANE - ROS PRIMETIME #2	04/20/20-10/26/20
JOLLY LANE - ROS PRIMETIME #3	04/27/20-10/26/20
JOLLY LANE - ROS PRIMETIME - W	05/04/20-10/26/20
McCrary Gardens	Renewal
Brookings, SD	
MCCRORY GARDENS - QUILT BLOCK SAT MORNING	11/03/19-10/31/20
Monument Health	Renewal
Rapid City, SD	
MONUMENT HEALTH/ROS/UW SPTS/4 PR WK (BEAT)	08/01/19-07/31/20
MONUMENT HEALTH/EDU- (PRE-ROLL) 5 SEC -(BEAT)	01/06/20-07/31/20
Park County Travel Council	Renewal
Cody, WY	
CODY/DAKOTA LIFE-SD FOCUS/1 PER THURSDAY 20-21	01/28/20-01/29/21
Performing Arts Center of Rapid City	Renewal
Rapid City, SD	
PAC OF RC/FAMILY SERIES 2020 6TH SHOW	04/13/20-04/24/20
Rapid City Rotary Club	New
Rapid City, SD	
RC ROTARY - KUMAR DIVERSITY TV PROMO	06/01/20-11/30/20
RC ROTARY - ROS PRIMETIME - 4/WK	06/01/20-11/30/20

Scull Construction Service, Inc.	New
Rapid City, SD	
SCULL CONSTRUCTION - TV PROMO - DIVERSITY	06/01/20-11/30/20
SCULL - ROS PRIMETIME - 4/WK	06/01/20-11/30/20
SDN Communications	Renewal
Sioux Falls, SD	
SDN - SCIENCE AND TECH BEAT (PRE-ROLL)	01/01/20-01/03/21
SDN - SCIENCE AND TECH BEAT PROMO	01/01/20-01/03/21
SDSMT Department of Metallurgy	New
Rapid City, SD	
METALLURGY/DAYTIME TV	06/17/19-05/29/20
South Dakota Agricultural Heritage Museum	Renewal
Brookings, SD	
SD AG HERITAGE - ROS 2 SPOTS SAT&SUN	10/07/19-10/04/20
SD AG HERITAGE - ROS PRIMETIME - 1 SPOT M-F	10/07/19-10/04/20
South Dakota Art Museum	Renewal
Brookings, SD	
SD ART MUSEUM - QUILT BLOCK - SAT	10/21/19-10/18/20
South Dakota Dept. of Education	Renewal
Pierre, SD	
SD DOE - EDUCATION BEAT TV PREROLL - 2/WK	05/01/20-10/31/20
SD DOE - PBS KIDS - MORNING	05/01/20-10/31/20
SD DOE - EDUCATION BEAT TV PROMO - 5/WK	05/01/20-10/31/20
SD DOE - PBS KIDS - FRI EVENING	05/01/20-10/31/20
SD DOE - ROS PRIMETIME	05/01/20-10/31/20
TERMESPHERE GALLERY - Dick Termes	Renewal
Spearfish, SD	
TERMESPHERES - SUN ROS	03/16/20-07/12/20
The Center for Western Studies	Renewal
Sioux Falls, SD	
CENTER FOR WEST - ROS - PRIMETIME 4XWK	12/30/19-04/03/20
<u>Program Specific Placement</u>	
AMERICA'S TEST KITCHEN	
Hy-Vee Food Stores	Renewal
Sioux Falls, SD	
HY-VEE - TIME - AMERICAN TEST KITCHEN	09/25/19-09/20/20

ANTIQUES ROADSHOW

Delta Dental of South Dakota Pierre, SD DELTA DENTAL ANTIQUES 1 M	Renewal 05/01/20-04/30/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - ANTIQUES ROADSHOW 1 M	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Fort Pierre, SD IIASD - ANTIQUES ROADSHOW - 2 PER WK	Renewal 06/29/20-06/27/21
Monument Health Rapid City, SD MONUMENT - ANTIQUE ROADSHOW	Renewal 03/02/20-07/31/20
South Dakota State University Brookings, SD SDSU - COVID - ANTIQUES ROADSHOW 1	Renewal 04/27/20-05/29/20
Westhills Village Retirement Community Rapid City, SD WESTHILLS VILLAGE/ANTIQUES ROAD SHOW/1 PR SUN WESTHILLS VILLAGE/ANTIQUES ROAD SHOW/1 PR MON WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1 PR SUN WESTHILLS VILLAGE/ANTIQUES ROADSHOW 1 PR MON	Renewal 05/13/19-05/08/20 05/13/19-05/08/20 05/11/20-08/09/20 05/11/20-05/07/21

AUSTIN CITY LIMITS

Park County Travel Council Cody, WY CODY/AUSTIN CITY LIMITS/ 2 PER SATURDAY 20-21	Renewal 01/28/20-01/29/21
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DAKOTA LIFE

Custer County Courthouse Museum Custer, SD CUSTER CTY CRTHSE MUSEUM/DAKOTA LIFE	New 04/01/20-05/29/20
Monument Health Rapid City, SD MONUMENT - DAKOTA LIFE MONUMENT - DAKOTA LIFE	Renewal 03/02/20-07/31/20 03/02/20-07/31/20

MARKET TO MARKET

BankWest Pierre, SD BANKWEST - MARKET TO MARKET	Renewal 06/15/20-05/09/21
Dakotaland Feed Huron, SD DAKOTALAND - MARKET TO MARKET 2 X WK	New 05/25/20-05/23/21
Farmers Union Insurance Companies Huron, SD FARMERS UNION - MARKET TO MARKET - 1 SPOT FRI	Renewal 05/11/20-05/09/21
Fischer, Rounds & Associates Pierre, SD FISCHER ROUNDS - MARKET TO MARKET 1 F	Renewal 05/01/20-04/30/21
Independent Insurance Agents of SD Fort Pierre, SD IIASD - MARKET TO MARKET- 2 PER WK	Renewal 06/29/20-06/27/21
South Dakota State University Brookings, SD SDSU - COVID - MARKET 2 MARKET	Renewal 04/27/20-05/29/20
MASTERPIECE THEATRE	
Delta Dental of South Dakota Pierre, SD DELTA DENTAL MASTERPIECE 1 SUN	Renewal 05/01/20-04/30/21
Heaven to Heaven c/o Austin Vanderzee Sioux Falls, SD HEAVEN 2 - MASTERPIECE - BONUS	New 04/19/20-05/03/20
Mahlander's c/o The Creative Co-op Sioux Falls, SD MAHLANDER - 2 SPOTS SUN - MASTERPIECE	Renewal 01/06/20-01/03/21
Park County Travel Council Cody, WY CODY/MASTERPIECE/2 PER SUNDAY 20-21	Renewal 01/29/20-01/29/21

Westhills Village Retirement Community	Renewal
Rapid City, SD	
WESTHILLS VILLAGE/MASTERPIECE 1PR SUN	05/11/20-05/07/21
WESTHILLS VILLAGE/MASTERPIECE/1 PR SUN (43)	05/13/19-05/08/20

ON CALL WITH THE PRAIRIE DOC

Monument Health	Renewal
Rapid City, SD	
MONUMENT - PRAIRIE DOC	03/02/20-07/31/20

PBS NEWSHOUR

Black Hills Federal Credit Union	Renewal
Rapid City, SD	
BHFCU PBS NEWS HOUR	06/14/20-09/30/20

Bush Foundation	Renewal
St. Paul, MN	
BUSH FOUNDATION - PBS NEWSHOUR	12/30/19-01/03/21

Delta Dental of South Dakota	Renewal
Pierre, SD	
DELTA DENTAL NEWSHOUR 2X/WEEK	05/11/20-05/07/21

SDN Communications	Renewal
Sioux Falls, SD	
SDN - PBS NEWSHOUR	12/30/19-01/03/21

PREHISTORIC ROAD TRIP

Badlands National Park Conservancy	New
Rapid City, SD	
BADLANDS PREHISTORIC ROADTRIP WED 1 BEF 1AFT	06/17/20-07/31/20

The Mammoth Site	New
Hot Springs, SD	
MAMMOTH SITE PREHISTORIC ROADTRIP WED 1 BEF 1 AFT	06/17/20-07/02/20

RICK STEVES' EUROPE

Mahlander's c/o The Creative Co-op	Renewal
Sioux Falls, SD	
MAHLANDER - 2 SPOTS SUN - RICK STEVES EUROPE	01/06/20-01/03/21

Westhills Village Retirement Community	Renewal
Rapid City, SD	

WESTHILLS VILLAGE/RICK STEVE'S EUROPE/2 PER SUN	05/13/19-05/08/20
WESTHILLS VILLAGE/RICKSTEVES EUROPE 2 PER SUN	05/11/20-05/07/21

SOUTH DAKOTA FOCUS

Monument Health	Renewal
Rapid City, SD	
MONUMENT - SD FOCUS*	03/02/20-07/31/20

Strawbale Winery	
Renner, SD	
STRAWBALE - SD FOCUS	01/09/20-06/04/20

Touchstone Energy Cooperatives	Renewal
Madison, SD	
TOUCHSTONE - SD FOCUS*	01/06/20-11/29/20

WASHINGTON WEEK

Farmers Union Insurance Companies	Renewal
Huron, SD	
FARMERS UNION - WASHINGTON WEEK - 1 SPOT FRI	05/11/20-05/09/21

Strawbale Winery	
Renner, SD	
STRAWBALE - WASHINGTON WKLY REVIEW	02/28/20-07/26/20